RJ REYNOLDS
TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR
8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

JUNE, 98

SALEM SLIDE BOX B1G1F / #800998

TO:	RJR ACCOUNT #: #375878	CC:	S. SCHAWLM
	MR. P. COX McLANE NE	CC:	R. DONAHUE
FAX #:	(315) 638-7394		

PARTNERS PROMOTION REPORTING: SAL_JUL_B1G1F_NY (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CODE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUS DISPLAYS / PREMIUMS
17526	6M	NY	SALEM SLIDE BOX	8	2	120
17626	6M	NY	SALEM LT SLIDE BX	8	2	

PRODUCT DETAIL

	DESCRIPTION
7/15/98	PRODUCT ARRIVAL DATE
$1,828.84	RETAIL DISTRIBUTION DATE (WEEK OF)
ER3691-01	P.O. NUMBER (PRODUCT)
16	EFT $ AMOUNT
2 (Two)	RETAIL BILLING PER DISPLAY
116	NO. OF DISPLAYS ON CUSTOMER LIST
$0.00	PACKING PAYMENT ($4.90 x 4.9 (6M) PROMOTED CASES)

DISPLAYS / PREMIUMS DETAIL

	DESCRIPTION
7/15/98	DISPLAYS / PREMIUM ARRIVAL DATE
544595	ITEM NUMBER
ER3692-01	P.O. NUMBER (DISPLAYS/PREMIUMS)
0.9998	SKU CUBE
1.8600	SKU WT (W/OUT PRODUCT)
20	NO. RETAIL OFFERS PER DISPLAY
4	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:

SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
2 CARTONS EACH STYLE: SALEM SLIDE BOX / SALEM LIGHT SLIDE BOX

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: RDATE.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

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Source: https://www.industrydocuments.ucsf.edu/docs/ptmn0000